

IDAHO COMMUNITY TREES

A NEWS BULLETIN FROM THE UNIVERSITY OF IDAHO AND THE IDAHO DEPARTMENT OF LANDS—COMMUNITY FORESTRY PROGRAM

News You Can Use

No. 32 Autumn 2004

For what not to do with downtown trees,
See page 2.

Coordinator's Column

The Senate Weighs In

Over the past year I've written extensively on the proposed urban and community forestry (U&CF) funding formula changes. In review, every state receives funding from the Federal U&CF program. In Idaho, we use these funds to provide financial, technical and educational assistance to communities. Whether through a grant, a workshop or help from our community forestry assistants, your community has likely benefited from this program.

About a year ago, the House Appropriations Committee directed the USDA Forest Service (FS) to come up with a new allocation method, suggesting that the current one discriminated against large cities while providing too much funding to small ones. The final language directed the FS to come up with a number of possible formulas, one of which would address this perceived disparity. The FS submitted to Congress just one formula which, if enacted, would result in a significant reduction in Idaho's funding.

Congress is now in the process of approving funding bills for 2005 and is revisiting this issue. While the House version directs the FS to move ahead with the new formula, the Senate version states that "... no changes be made to the current allocation methodology for the urban and community forestry program until the Committee has an opportunity to review recommendations from the agency and determine whether these should be implemented. The Committee emphasizes that the final report should not propose penalizing less populated States that are running effective programs merely because they do not serve as many people." Although the House and Senate still need to meet in Conference Committee to come up with a final version, this language is good news and is due in no small part to the strong support of Idaho's congressional delegation and those who communicated their concerns to them. I'll continue to provide updates as events unfold.

— David Stephenson

Community Forestry Coordinator

Merchants – Take Note!



James R. Fazio

Downtown Provo, Utah, provides a good example of how trees and street design can contribute to the "atmospherics" of a shopping district. The results are not only beautiful but economically important to merchants.

Shoppers want trees – and not just tiny ones. That is the clear message from research conducted by Dr. Kathleen Wolf of the University of Washington. Dr. Wolf conducted studies in both small and large communities nationwide, including Idaho. Her results should dispel the notion that is often held by storekeepers that trees are more trouble than they're worth. The facts show quite the opposite.

When shown photos of shopping areas with and without trees, potential shoppers: (1) judged "place character" 35% higher and "products and merchants" 10% higher when large trees were present, (2) expressed a willingness to travel further, visit more frequently, stay longer, pay more for parking to shop, and pay higher prices in a well-treed area.

Dr. Wolf says, "Our physical environment affects our behavior, often in ways that we are not aware of. Marketing studies of "atmospherics" test how interior store features influence buying behavior. For instance, a pleasant store atmosphere is correlated with higher spending intentions. Trees are a positive atmospheric for business districts. They create a retail mood that appeals to shoppers and visitors. Trees greet shoppers with a message of welcome even before customers enter a merchant's door."

In another study, Dr. Wolf found strong shopper support for small, pedestrian-oriented 'pocket parks' in shopping areas and a preference for business districts that have large trees that enclose the street.

City Arborist Wins Award

Moscow's Roger Blanchard is the recipient of the 2004 Municipal Arborist of the Year Award from the Pacific Northwest Chapter of the International Society of Arboriculture. Roger doubles as the city's parks and facilities manager as well as the city arborist. He is staff liaison to the Moscow Tree Committee and oversees all community forestry in the city. Working with the tree committee and the University of Idaho, he recently established a tree nursery at the university's research farm. The trees will be used for arboricultural research, then planted out in the community. Roger also is active in educational projects for schools and various organizations, and is charged with enforcing the city's tree ordinance. Roger is a certified arborist and has been with the Moscow Department of Parks & Recreation since 1990.

Public Service Announcements Available for Your Use

Lewiston city forester Mike Bowman has overseen the production of six public service announcements (PSAs) and is making them available for use elsewhere in Idaho. The topics are:

- Tree Protection During Construction
- Benefits of Trees
- Proper Pruning/Anti-Topping
- Promoting Tree Care
- Tree City USA promotion
- Watering Trees

Cost of the 30-second tapes is extremely reasonable: \$5 each in VHS or \$15 in ¾" format; \$10 for all six on a single tape in VHS or \$70 for all six on a single ¾" tape. This is a good way to promote better tree care in your community. One way is to hand-carry the tape(s) to your local TV station and request that they be used when a PSA time spot is available. Another idea is to use the tapes during interludes at workshops and meetings. Order online at: www.cityoflewiston.org/ufd/wanigan.htm. For additional information, contact Mike at 208/746-6857.

It's Tree City USA Application Time

The trees are turning color and shedding their leaves—an indication that its time to submit your Tree City USA application. If currently certified, you should have received your recertification and Growth Award applications in the mail. For those wishing to apply for the first time, please contact the community forestry assistant in your area or contact the CDA office (See masthead). Applications are also available on-line at www.idaho.gov/lands. Click on the community forestry icon, then on Tree City USA. Note that applications are due to the Community Forestry Assistant in your area by December 1, 2005.



TREE CITY USA

Calendar

December 1, 2004

Tree City USA Applications due to the Community Forestry Assistant in your area. (David Stephenson, 800/432-4648 or communitytrees@idl.state.id.us)

January 18, 2005

Idaho Community Forestry Advisory Council, Boise. (David Stephenson, 208/666-8621 or communitytrees@idl.state.id.us)

January 19-21, 2005

Idaho Horticulture Expo, Boise Centre on the Grove, Boise. (Ann Bates, 800/INA-GROW or www.inlagrow.org/expo2004.htm)

February 2-3, 2005

Inland Northwest Turf, Tree & Landscape Conference, Coeur d'Alene Resort, CDA (WSU Conference Office at 800/942-4978 or <http://capps.wsu.edu/ttlc/>)

February 4-5, 2005

Western Treasure Valley Regional Master Gardener Conference, Nampa Civic Center, Nampa. (Gene Gray 208/739-3443 or 208/642-4139)

Upcoming Arborist Certification Exams

None currently scheduled in Idaho.

For information or to register for an exam outside Idaho, contact: Pacific Northwest Chapter, International Society of Arboriculture at 503/874-8263 or 217-355-9411 or email: info@pnwisa.org.

Lewiston Creates Crabapple Test Park

A partnership between the City of Lewiston, the University of Idaho and the International Ornamental Crabapple Society has resulted in the first planting of test trees in a new, six-acre park in Lewiston. About 70 trees were planted in Syringa Park last summer, the first of 400 that will eventually grace the site. Many of the cultivars bear colorful names such as Firebird, Holiday Gold, Lollipop and Pumpkin Pie. When completed, the multi-purpose park will have 80 different varieties of the ornamental trees along with some elms and dogwoods. Students in the UI College of Agriculture and Life Sciences will use the site for research projects as well as design interpretive materials for visitors.

More information about the site can be obtained from Lewiston city forester Mike Bowman.

Twin Falls Upgrades Tree Ordinance

The Twin Falls city council has unanimously adopted recommendations of its city tree commission and produced one of the most progressive tree ordinances in Idaho. Prior to introduction of the proposed ordinance changes, the commission worked with local tree care companies, most of which were supportive of the improvements. Here are just some of the highlights:

- To obtain a tree work permit, a tree care business must obtain a city license that is valid for two years. The purpose is to insure that standards are met as set forth in the ordinance's 14-page Arboricultural Specifications and Standards Manual.
- An ISA Certified Arborist or ISA Certified Tree Worker must be on site while tree work is performed.
- Permits are required for tree removals (except in emergencies) on rights-of-way.

- Tree stumps must be removed at the time of tree removals.
- Replacement of removed trees is now the responsibility of the removal permit holder.
- Fines for individuals who remove trees without a permit or damage public trees will be based on the appraised value of the tree as determined by a certified tree appraiser or arborist. Appraisals will follow guidelines of the Council of Tree & Landscape Appraisers.

For more details, contact Dave Kiesig, assistant professor of horticulture at the College of Southern Idaho and member of the Idaho Community Forestry Advisory Council (208/732-6431 or dkiesig@csi.edu).

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For address changes, program assistance or additional information, contact, Community Forestry Coordinator, Idaho Dept. of Lands, 3780 Industrial Ave. South, Coeur d'Alene, ID 83815; 1-800-IDAHO4U = 1-800-432-4648 or 208/666-8621; fax 208/769-1524; email communitytrees@idl.state.id.us.

Field Offices

North Idaho: Currently vacant. Use CDA office for contact.

Southwest Idaho: Debbie Cook, C. F. Ass't., 3117 N. Penny Royal, Boise, ID 83713. Ph. 208/377-2938.

Southeast Idaho: Gerry Bates, C. F. Ass't., 2445 John Adams Parkway, Idaho Falls, ID 83401. Ph. 208/522-5964.

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James R. Fazio

What Not to Do With Street Trees

These beautiful red oaks in Moscow were planted with grant money in 1981 to enhance one of the east entrances to the University of Idaho. Although well on their way toward maturity and providing the kind of 'enclosed' street preferred by shoppers, when the building at the right in this photo was replaced with a new building housing various stores and eateries, the owner removed the trees. Now, instead of large-maturing, long-lived, over-arching oaks, there is a row of short-lived, columnar ornamental pears. The action would have been illegal except that when the oaks were planted, they were unknowingly placed just outside the city right-of-way.



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Tree tip

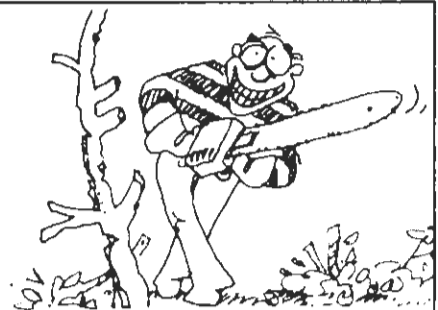
Cheaper is Rarely Better

The bitterness of poor quality workmanship lingers long after the sweetness of a cheap price is forgotten. — Source unknown

When hiring someone to work on trees, look for:

- ☑ A good reputation and permanent business address in your community.
- ☑ At least one person on the crew is a ISA certified arborist.
- ☑ Ask to see certificates of full insurance, proof of workman's compensation, and a license if required in your community.
- ☑ A range of tree care services is available, not just removals.
- ☑ Tree knowledge and ethics — no topping, no use of climbing spurs for pruning jobs, no "do-it-today" bargains that preclude getting other estimates or viewing previous work.

FOR MORE INFORMATION: Contact the IDL Community Forestry Program (See masthead) and request a free copy of *Tree City USA Bulletin No. 6, "How to Hire an Arborist."*



*Watch out for this guy.
Hire a **certified arborist**
and **qualified tree workers**,
not just **someone with a**
pickup **and a chainsaw**.*